



G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, NJ 08837
Phone 908-225-4774
Fax 908-417-9076

May 20, 1997

	Sales	Retail
1221		1222 25, 26
1222		1223
1223		1226 22, 26, 27
1224		1229
1225		ROM
1226		PC SC
1229		MC PA
1240		
1244		RSM RBM

To: All Retail Representatives With Responsibility For Quick Chek Stores

RE: Updated Counter Planogram For All Stores
Quick Chek Food Stores (chain ID # 0919-00-00)

Attached are counter planograms for Quick Chek Stores with the following counter setups:

Island Checkouts (U shaped setups)
Straight Line Setups
Non Self Service Stores

Please note the following:

- In stores with the Island and Straight Line setups RJR Displays are placed at Register # 2 in a "wrap configuration".
- In NSS Stores the RJR Display should be 2 trays (total of 16 facings) at Register # 2.

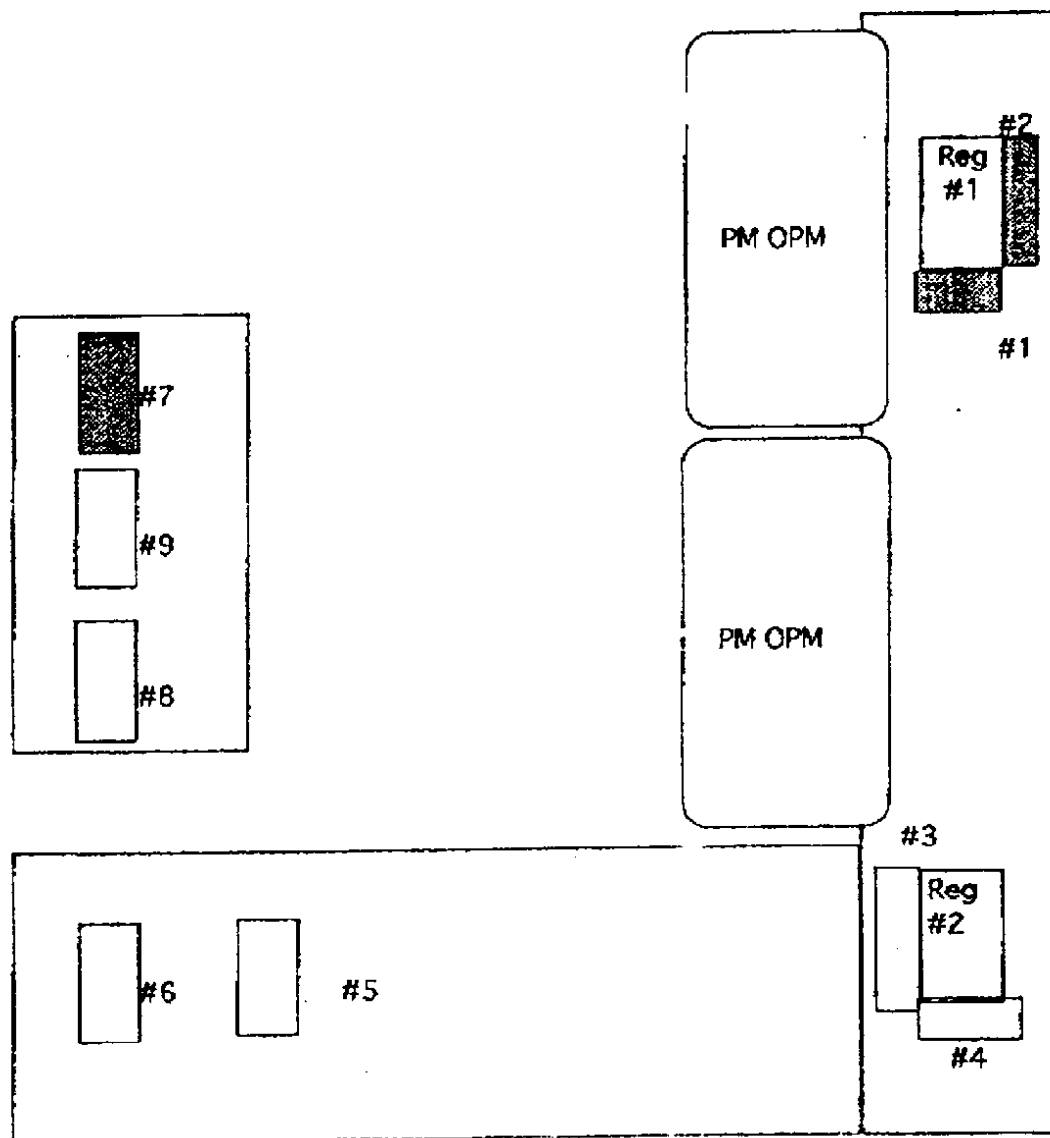
Please use these planograms as you contact stores.

If you have any questions, please call me.

Nick Kuruc

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QC POG for straight Line Checkouts Non Exclusive
POG#4



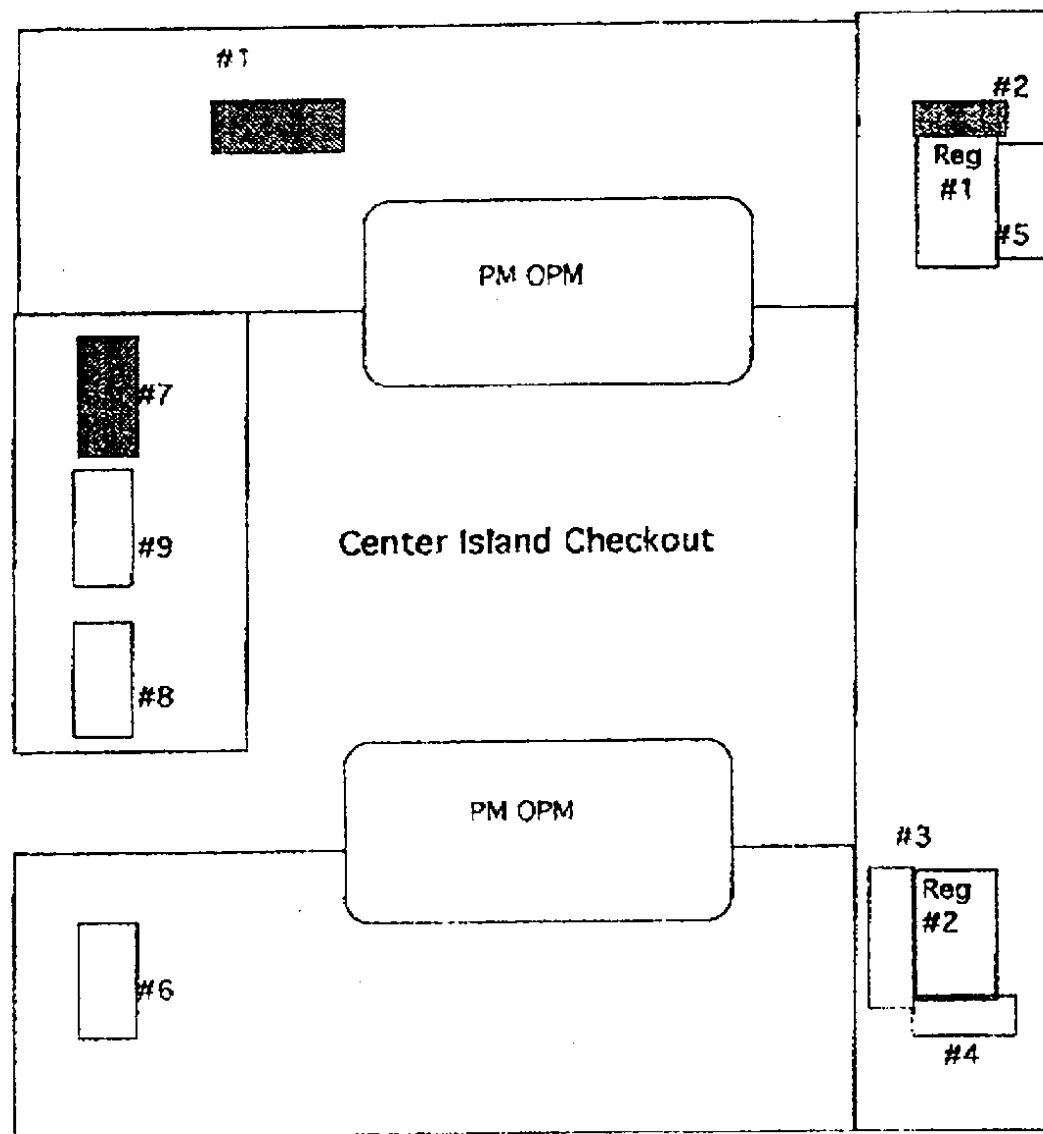
PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 19W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc Only	2 Shelves 4 W	8

Signage:
Marlboro clock w Lit Sign
RJR lit Sign

	Total	153
Marl Ctn Fxt	PM Total	81
	PM %	53%
	Total	25
	PM Total	15
	PM %	60%

51847 1750

QC POG for Island Checkouts
Non Exclusive Stores
POG#2



PCDS	Shelves	Facings
#1 Marlboro	3 Shelves 10W	30
#2 PM Premium	3 Shelves 9W	27
#3 RJR	1 Shelf 8W	8
#4 RJR	1 Shelf 8W	8
#5 BW Prem Only	2 Shelves 4W	8
#6 LOR	4 Shelves 4W	16
#7 Basic Display	3 Shelves 8W	24
#8 Cour./Doral NSS	3 Shelves 8W	24
#9 BW Disc	2 Shelves 4W	8

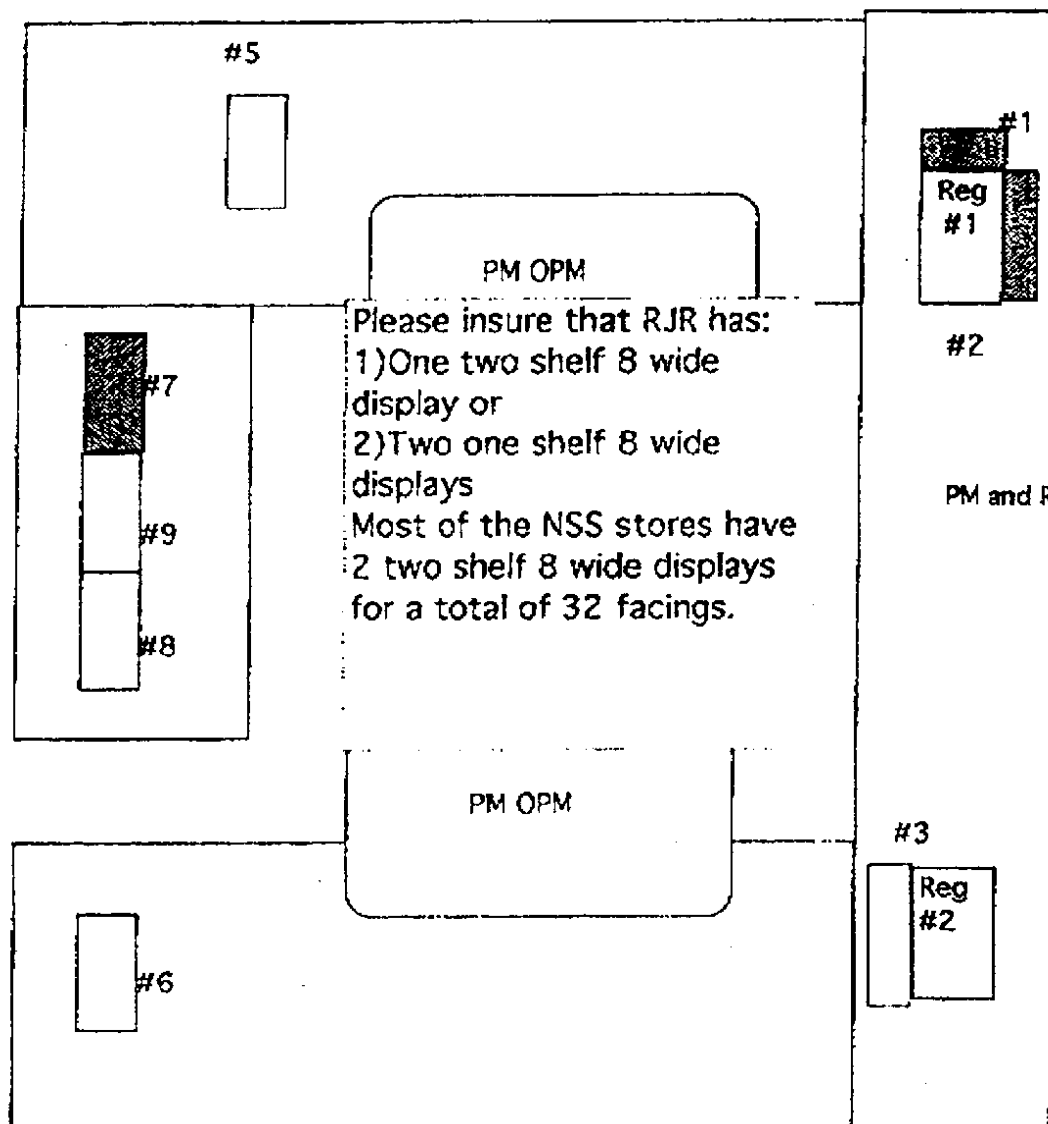
Signage:
Marlboro clock w Lit Sign
RJR lit Sign

Marl Ctn Fxt

Total	153
PM Total	81
PM %	53%
Total	25
PM Total	15
PM %	60%

51847 1751

QC POG
NON Self Service Stores
NON Exclusive POG #6



PCDS	Shelves	Facings
#1 Marlboro	Lock Box	15
#2 PM Premium	Lock Box	15
#3 RJR	2 Shelf 8 W	16
#5 BW Prem Only	2 Shelves 4 W	8
#6 LOR	4 Shelves 4W	18
#7 Basic Display	3 shelf 8 wide	24
#8 Cour./Doral NSS	4 shelf 8 wide	24
#9 BW Disc Only	2 Shelves 4 W	8

ALL Displays have to be NSS

PM and RJR Displays must be placed first if NSS space is restricted.

Signage:

Marlboro Clock w Lit Sign

RJR Lit Sign

	Total	126
Marl Ctn Fxt	PM Total	54
	PM %	43%

Marl Ctn Fxt	Total	25
	PM Total	15
	PM %	60%

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